GOVERNMENT OF INDIA
FINANCE
LOK SABHA

UNSTARRED QUESTION NO:515
ANSWERED ON:18.11.2016
Spending on Advertisement Policy
Khuba Shri Bhagwanth

Will the Minister of FINANCE be pleased to state:

(a) whether the State Bank of India has been spending several crores of rupees for advertisement of its products through sponsor/co-sponsor of various sports / cultural activities;

(b) if so, the details thereof, State-wise; and

(c) the details of sponsoring agencies and amount spend in various States during the last three years, State-wise?

Answer

The Minister of State in the Ministry of Finance

(a) & (b): State Bank of India sponsors sports / cultural activities without involving any sponsoring agency. The circle wise details of amount spent are given at Annexure.

(c): SBI has informed that they do not involve any sponsoring agency.
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Annexure.
Lok Sabha USQ No.515 reg. "Spending on Advertisement" for 18.11.2016.
The Circle wise details of amount spent by SBI for advertisement for 2013-14 to 2015-16.
(Rs. in crores)

S.No.	Circle	Comprising of States	2013-14	2014-15	2015-16
1	Mumbai	Maharashtra, Goa	10.51	8.93	7.57
2	Bengal	Andaman & Nicobar, Sikkim, West Bengal	6.47	6.25	6.34
3	Chennai	Puducherry, Tamil Nadu	1.71	2.08	2.60
4	New Delhi	Delhi, Haryana (partly), Rajasthan, Uttarakhand, UP (partly)	17.23	10.54	9.32
5	Hyderabad	Andhra Pradesh, Telangana	3.79	4.57	4.54
6	Lucknow	Uttar Pradesh	1.55	3.65	3.85
7	Patna	Bihar, Jharkhand	3.9	3.62	3.18
8	Bhopal	Chhattisgarh, Madhya Pradesh	3.21	2.96	3.46
9	Guwahati	Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura	3.07	3.99	4.83
10	Bhubaneshwar	Odisha	1.88	2.88	3.66
11	Chandigarh	Chandigarh, Haryana, Himachal Pradesh, Jammu & Kashmir, Punjab	2.00	3.05	2.57
12	Ahmedabad	Dadar & Nagar Haveli, Daman & Diu, Gujarat	4.01	2.80	3.53
13	Bangalore	Karnataka	3.92	4.89	5.92
14	Trivanthapuram	Kerala, Lakshdweep	2.49	2.28	2.35
Total			65.74	62.49	63.72

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